



June 2015

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ABC Digital Publication Reporting Standards

A change has been agreed to the ABC Digital Publication Reporting Standards. We have updated the latest Reporting Standards – 2015 Version 2 – to incorporate this change and you can now view or download these from our website www.abcstandards.org.uk.

Contents

1. Provisions for Publication Active Views and Paid Circulation

RULE CHANGE 1

Provisions for Publication Active Views and Paid Circulation

Currently a claim for Digital Publication Active Views or Paid Circulation only includes those transactions the media owner has evidence of at the time they submit their claim to ABC.

In reality consumers will continue to view and buy Digital Publications after this time, and the publisher may receive delayed information about sales both during and after the reporting period.

In order to facilitate early submission of claims to ABC and thus audit and certificate release, it has been agreed to allow, as an option, the use of provisions for Publication Active Views and Paid Circulation that may be made after the submission of the claim. This will only apply to Digital Publications with identifiable issues.

As with the established method of provisioning for paid print circulations, any difference between the estimated figures claimed and the actual figures later identified must be accounted for by making an adjustment in the following reporting period. Estimates are made on historical and other information to help ensure they are as accurate as possible.

Effective: From reporting periods ending June 2015.

Amendment

The following section has been added:

Setting the standard



SECTION C - REQUIREMENTS

C4 PROVISIONS

1. You may, as an option, make provisions for Publication Active Views and Paid Circulation that you expect to be made (or receive evidence of) after you have submitted your claim.
2. Provisions can only be made for Digital Publications that have identifiable issues.
3. The estimated Publication Active Views or Paid Circulation figure(s) must be based on a reasonable assessment of information such as historic levels, seasonal trends or other market information.
4. You must adjust your claim in the following period to reflect any difference between the estimated and the actual figures.
5. If you make a provision for Publication Active Views and/or Circulation you must also make an appropriate provision for any related metrics. *For example: If you choose to make a provision for Publication Active Views, and you also report Total Edition Active Views, then you must make a provision for both metrics.*

This change was discussed and agreed by the ABC Digital Publication Reporting Standards Group. If you would like to discuss the reporting of Digital Publications or would like the Standards Group to review any current reporting standard please contact your ABC Account Manager.